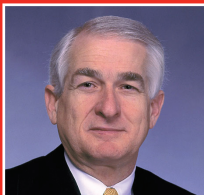


# SUPPLIER DIVERSITY & DEVELOPMENT

At Southern Company, we strongly believe that everyone should have the opportunity to **experience success** and achieve his or her dreams. With this in mind, we've made supplier diversity one of Southern Company's top objectives. This means all our **suppliers are seen as vital partners** in our work to meet the needs of the 21st century.

Supplier diversity is more than a program to meet goals. Providing opportunities for **diverse suppliers** maximizes the value of our supply chain and allows our suppliers to develop **long-term relationships** with us. On a larger scale, strengthening these businesses contributes to the overall economic growth of our communities.

Supplier diversity makes good business sense for Southern Company for a variety of reasons. But, above all, it's the right thing to do to **give back to the communities** we serve by helping local businesses find opportunities to grow.



**David Ratcliffe**  
Chairman, President, & CEO, Southern Company

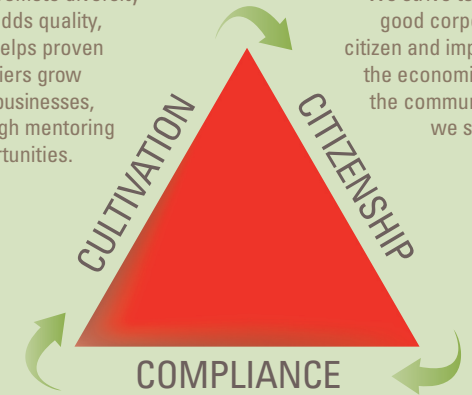


## Why We're Committed to Supplier Diversity?

For more than 30 years, Southern Company's commitment to supplier diversity has been based on our belief that contracts should be awarded to suppliers who offer the best overall value. We develop and maintain relationships with diverse businesses to ensure that the best and widest possible supplier base is included in our purchasing decisions. As a result, we are helping firms contribute to the economic growth and prosperity of the communities our operating companies serve.

We promote diversity that adds quality, and helps proven suppliers grow their businesses, through mentoring opportunities.

We strive to be a good corporate citizen and improve the economies of the communities we serve.



We comply with all regulatory guidelines, adhere to regulatory guidelines, and meet our spending goals with a pool of certified, high-quality suppliers.

# FACTS

- Southern Company has been a long-time supporter of diverse suppliers. In 1978, Georgia Power – the largest subsidiary of Southern Company – became the first utility in the United States to create a supplier diversity program.
- Small and diverse suppliers help Southern Company deliver the service, reliability and value that its more than 4.4 million customers demand and deserve.
- A diverse supplier base maximizes the value of the supply chain through: Cultivation, Citizenship, and Compliance.
- From 2004-2008, Southern Company averaged more than 13% of its procurement dollars with minority and women business enterprises. In total, that equates to \$2.5 billion spent with diverse businesses in the last five years.
- Southern Company actively seeks to provide contracting opportunities to the following categories of business enterprises: Minority-owned, women-owned, veteran-owned, service-disabled veteran owned, HUB (Historically Underutilized Business) Zone, and small business.
- Small and diverse suppliers can be identified by query reports from our vendor database or by contacting company supplier diversity representatives.



## AWARDS & RECOGNITION

Several of Southern Company's operating companies and business units have been recognized nationally and regionally for their supplier diversity efforts. We are proud of the recognition we have received and believe these awards help exemplify our best practices and sincere commitment to supporting diverse suppliers in our communities. Here are just a few of the recent awards and honors received:

- 2009 Vendor Opportunity Award, Edison Electric Institute
- 2009 Executive of the Year, South Region Minority Supplier Development Council
- 2009 Corporation of the Year, South Region Minority Supplier Development Council
- 2008 Corporation of the Year, Georgia Women's Business Council
- 2008 Advocate of the Year, Georgia Women's Business Council
- 2007 Encouraging Diversity Award, Birmingham Business Journal
- 2007 Small Business Advocate Award, Birmingham Business Resource Center

## SUPPLIER DIVERSITY & DEVELOPMENT PROGRAMS

Through a variety of initiatives, Southern Company helps qualified small and diverse companies acquire experience, knowledge, and contacts to help grow their businesses:

- Mentoring Program – helps build relationships between Southern Company employees with buying authority and diverse suppliers. This program enables suppliers to increase awareness of contracting opportunities and gives purchasing employees wider supplier choices.
- Minority Business Executive Program (Dartmouth University's Tuck School of Business) – provides sponsorships to qualified, proven suppliers to attend classes that focus on building high-performing businesses.
- Second Tier Opportunities – Southern Company encourages our prime contractors to extend subcontracting opportunities to diverse firms.

## SUPPLIERS

Potential new suppliers can now register electronically to do business with Southern Company and its subsidiaries at [www.southerncompany.com/suppliers](http://www.southerncompany.com/suppliers).

## OUR BUSINESS

Atlanta-based Southern Company (NYSE: SO) is the premier super-regional energy company in the Southeast and a leading U.S. producer of electricity.

